

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 LAB-04 NSAE-00

PA-02 SIL-01 ICA-20 OPR-02 /060 W
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R 131441Z JUN 78

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 7213

INFO USDOC WASHDC

AMEMBASSY BONN

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY THE HAGUE

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

AMCONSUL ANTWERP

UNCLAS SECTION 01 OF 02 BRUSSELS 11624

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TAGS: ETRD, BEXP, BE

SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY -- COMPUTERIZED COMMUNICATIONS.

REF: (A) BRUSSELS 11403 (NOTAL); (B) BRUSSELS 7859;

(C) STATE 95673

1. THE EMBASSY RECENTLY PRESENTED A CATALOG SHOW AT THE
INDUSTRIAL EQUIPMENT FAIR IN BRUSSELS (REF A). PARTICIPATING
AT OUR STAND WAS THE U.S. FIRM, DR. DVORKOVITZ AND ASSOCIATES
WHICH CLAIMS QUOTE THE WORLD'S LARGEST BANK OF COMPUTERIZED
TECHNOLOGY UNQUOTE. DVORKOVITZ' PARTICIPATION
PROVED VERY EFFECTIVE BOTH IN DRAWING AN AUDIENCE TO OUR
STAND AND IN PROVIDING AN EXTREMELY USEFUL SERVICE TO
VISITORS. WE BELIEVE THAT PERMANENT COMPUTERIZED ACCESS
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TO DVORKOVITZ' AND OTHER U.S. DATA BANKS WOULD GREATLY
ENHANCE OUR ABILITY TO SERVE THE U.S. BUSINESS COMMUNITY.
END SUMMARY.

2. THE EMBASSY PRESENTED A CATALOG EXHIBITION AT THE
INTERNATIONAL INDUSTRIAL EQUIPMENT EXHIBITION AT BRUSSELS
(HEYSEL), MAY 28 - JUNE 1, 1978. WITH THE ASSISTANCE OF

OUR JOINT ADMINISTRATIVE SERVICES SECTION WHICH MADE ARRANGEMENTS WITH THE RTT (TELEPHONE COMPANY) FOR FREE ACCESS TO TELENET AND FOR THE FREE LOAN OF A MODEM AND WITH THE LOCAL OFFICES OF SPERRY RAND FOR THE LOAN OF A UNIVAC HIGH SPEED PRINTER AND A HAZELTINE CATHODE RAY TUBE, DVORKOVITZ WAS ABLE TO MAKE A SIGNIFICANT CONTRIBUTION TO THE EFFECTIVENESS OF OUR PRESENTATION. (THE VALUE OF RTT'S SERVICES WAS OVER U.S. DOLLARS 4,000; THE EQUIPMENT LOANED BY SPERRY RAND WOULD NOT HAVE BEEN AVAILABLE FOR LOAN COMMERCIALLY -- THE LOAN WAS A SPECIAL FAVOR TO THE EMBASSY.)

3. THE INDUSTRIAL EQUIPMENT SHOW WAS OPEN ONLY TO PROFESSIONALS IN THE TRADE, A RATHER SOPHISTICATED AUDIENCE WHOM ONE WOULD EXPECT TO BE RATHER BLASE ABOUT COMPUTERS. NEVERTHELESS, THE DVORKOVITZ SYSTEM PROVED A REAL DRAW. VIRTUALLY EVERYONE WHO PASSED THE EMBASSY STAND DURING ITS 40 HOURS OF OPERATION STOPPED AT LEAST A FEW MOMENTS TO SEE WHAT WAS HAPPENING. MANY WHO WOULD OTHERWISE PROBABLY HAVE WALKED BY STOPPED IN, ASKED QUESTIONS AND SUBSEQUENTLY EXPRESSED APPARENTLY GENUINE INTEREST IN THE COMPUTER SYSTEM, THE CATALOGS, OR BOTH.

4. VISITORS FOR WHOM THE DVORKOVITZ SYSTEM WAS DEMONSTRATED QUICKLY BECAME AWARE OF ITS UTILITY. (DR. DEVOR, VICE PRESIDENT OF DVORKOVITZ, WHO WAS AT THE EMBASSY STAND
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THROUGHOUT THE SHOW, ESTIMATED THAT COMMERCIAL SUBSCRIBERS WOULD HAVE PAID IN EXCESS OF U.S. DOLLARS 20,000 FOR THE COMPUTER ABSTRACTS HANDED OUT FREE DURING THE SHOW.) MANY VISITORS RETURNED ACCOMPANIED BY HIGHER RANKING MEMBERS OF THEIR FIRMS OR WITH SPECIFIC QUESTIONS FOR THE COMPUTER. MANY EXPRESSED DISMAY WHEN TOLD THAT THE SERVICE WAS NOT RPT NOT AVAILABLE PERMANENTLY AT THE EMBASSY.

5. FOLLOWING ARE SYNOPSIS OF REACTIONS OF MEMBERS OF THE EMBASSY STAFF AND VISITORS TO THE DVORKOVITZ PRESENTATION.

6. THE SYSTEM WAS SIMPLE TO OPERATE. ALL MEMBERS OF THE EMBASSY STAFF WHO WORKED AT THE STAND LEARNED HOW TO USE THE COMPUTER WITHIN A MATTER OF ABOUT A HALF HOUR. EVEN SOME VISITORS RAN THE COMPUTER THEMSELVES, INCLUDING SOME WHO, LIKE MOST OF THE EMBASSY STAFFERS, HAD NEVER SEEN A COMPUTER CLOSE UP BEFORE.

7. THE SYSTEM ALLOWED A VISITOR TO COMMUNICATE DIRECTLY AND INSTANTANEOUSLY WITH THE U.S., AND THEREBY DETERMINE IN A MATTER OF MINUTES WHETHER TECHNOLOGY OF USE TO HIS

FIRM WAS AVAILABLE ANYWHERE IN THE UNITED STATES. (IN COMMERCIAL USE, THE SAME COMPUTER COULD HAVE PROVIDED ABSTRACTS ON TECHNOLOGY AVAILABLE THROUGHOUT THE WORLD, BUT WE RAN ONLY U.S. ABSTRACTS AT THE SHOW.) THIS WAS CLEARLY THE MAJOR ADVANTAGE OF THE SYSTEM. IF, FOR EXAMPLE, EMBASSIES HAD INSTANTANEOUS TWO-WAY COMMUNICATION CAPABILITY WITH COMMERCE'S TRADE OPPORTUNITY PROGRAM COMPUTER BANK, THE TOP WOULD BE INFINITELY MORE ATTRACTIVE AND USEFUL. ALSO DEMONSTRATED AT THE SHOW WAS THE ABILITY TO EDIT ENTRIES IN THE DATA BANK REMOTELY AND INSTANTANEOUSL THUS ENSURING THAT INFORMATION IS CONSTANTLY UP-TO-DATE.

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TO SECSTATE WASHDC 7214

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AMEMBASSY BONN

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY THE HAGUE

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8. THE COMPUTER SYSTEM COMPLEMENTED THE CATALOG SHOW. THE COMPUTER EMPHASIZED NEW TECHNOLOGY WHILE THE CATALOGS EMPHASIZED NEW PRODUCTS. DVORKOVITZ PERSONNEL AND THE EMBASSY STAFF MEMBERS ACTIVELY COOPERATED BY ENCOURAGING INTERESTED VISITORS TO EXPLORE BOTH ASPECTS OF THE STAND'S PRESENTATION.

9. COMMENT. THE AVAILABILITY OF INSTANTANEOUS TWO-WAY COMMUNICATIONS WITH A U.S. COMPUTERIZED DATA BASE, IN THIS INSTANCE CONCENTRATING ON LICENSABLE TECHNOLOGY, CLEARLY ENHANCED OUR ABILITY TO PROVIDE EFFECTIVE SERVICE TO

EUROPEANS INTERESTED IN DOING BUSINESS WITH THE UNITED STATES. THE WILLINGNESS OF THE RTT AND SPERRY RAND TO PROVIDE FREE EQUIPMENT AND COMMUNICATIONS FACILITIES DEMONSTRATES THAT PRODUCERS OF DATA TECHNOLOGY ARE CURRENTLY IN A MARKET PENETRATION STAGE OF DEVELOPMENT AND ARE SEEKING

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EFFECTIVE PROMOTIONAL VEHICLES. WHILE THE SHOW WAS AN EFFECTIVE PROMOTIONAL VEHICLE, COMMERCIAL SECTIONS OF FOREIGN SERVICE POSTS, TRADE CENTERS AND IMC'S COULD BE EVEN MORE EFFECTIVE PERMANENT PROMOTIONAL CENTERS FOR THIS TECHNOLOGY, CLEARLY DOMINATED AT PRESENT BY THE UNITED STATES. INSTALLATION OF COMPUTERIZED COMMUNICATIONS FACILITIES BETWEEN COMMERCIAL SECTIONS ABROAD AND RELEVANT DATA BANKS IN THE U.S., INCLUDING BUT NOT LIMITED TO DVORKOVITZ', COULD BE OF INESTIMABLE VALUE IN PROMOTING SIGNIFICANT EXPORTS NOT ONLY OF THIS TECHNOLOGY, BUT OF ALL TYPES OF GOODS AND SERVICES BY MEANS OF IT. CHAMBERS

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